

MARINA COMMITTEE MEETING MINUTES
TUESDAY, DECEMBER 2, 2014
Sister Bay-Liberty Grove Fire Station – 2258 Mill Road

The December 2, 2014 meeting of the Marina Committee was called to order by Chairperson John Clove at 2:08 P.M.

Present: Chairperson Clove, and members Shane Solomon, Pat Duffy and Kevin Roberts.

Excused: Jeff Flegel and Fuzzy Sunstrom

Others: Dave Lienau

Staff Members: Village Administrator Zeke Jackson, Marina Manager Wendy Tatzel, and Administrative Assistant Janal Suppanz.

Approval of the agenda:

A motion was made by Duffy, seconded by Solomon that the agenda for the December 2, 2014 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.

Approval of minutes as published:

As to the minutes for the October 14, 2014 meeting of the Marina Committee:

A motion was made by Solomon, seconded by Duffy that the minutes for the October 14, 2014 meeting of the Marina Committee be approved as presented. Motion carried – All ayes.

Comments, correspondence and concerns from the public:

Clove asked if anyone wished to comment regarding a non-agenda item. Solomon indicated that he has been asked if any of the Marinas in the County have established a date certain for renewal of seasonal slips. Tatzel indicated that a number of the Marina Managers in the County meet on a regular basis. She will pose this question to the other Managers and report her findings at the next meeting of the Marina Committee.

Business Items:

Item No. 1. Discussion regarding marketing of the Marina and consider a motion to take action if required:

Tatzel indicated that a proposed marketing plan for the Marina was included in the meeting packets and the Committee members jointly reviewed that document. She is proposing that a season kick-off party be conducted on June 27, 2015, that an outdoor fish boil be conducted on the waterfront on July 11, 2015, that a "Thank You For Being a Friend" event be conducted on August 22, 2015, and that an "It Ain't Over Till It's Over" party be conducted on October 3, 2015. She is also considering conducting an ice fishing tournament from March 5 - 8, 2015 and would like to conduct a Boaters' Safety Course on National Marina Day, which is June 13, 2015. The amount of money which has been budgeted for all these events is \$3,500.

Clove presented a postcard on which all the events which will be conducted at another Marina were listed and suggested that Tatzel see that something similar is created for the Sister Bay Marina.

1 In accord with the Committee's directives Tatzel contacted the Michigan Department of Natural
2 Resources and requested all the names and addresses of persons who registered 30' or larger
3 boats. She was informed that it would not be possible for her to obtain that information as it is
4 "protected". She then discussed this issue with the Village Administrator, and they came up
5 with the idea of obtaining transient boater lists from several other marinas in Door County and
6 doing at least three separate staggered mailings to those individuals. One of the mailings would
7 be the list of events Clove referred to, another would be an invitation to attend a Concert In The
8 Park, and the third would be a formal invitation to one or more of the previously mentioned
9 special events. Depending on the number of people on the mailing list boaters could be invited
10 to some or all of the special events.

11
12 Brainstorming was done regarding other activities which could be conducted at the Marina,
13 and the suggestion was made that a boat manufacturer "Rendezvous" be conducted, that a
14 progressive dinner be conducted within the Village limits, and that boaters who are at the
15 Marina be invited to impromptu complimentary cookouts from time to time.

16
17 The Committee members indicated that they believe it would be beneficial to compile data
18 regarding the amount of money Marina guests spend in the community. To that end boaters
19 could be asked to turn in their receipts to qualify for a prize drawing. They could also be
20 provided coupons for area businesses or asked to complete a survey concerning their stay at the
21 Marina.

22
23 *A motion was made by Duffy, seconded by Roberts that the marketing plan which was*
24 *reviewed at this meeting is approved as presented. In the event the stated cost estimates are too*
25 *low, up to a 5% cost overrun will be allowed. Motion carried – All ayes.*

26
27 *Discussion then turned to collection of seasonal slip rental fees at the Marina. The suggestion*
28 *was made that a "30/60/90 day auto-pay plan" be initiated for seasonal slip holders, or that the*
29 *due date for payment of seasonal slip fees be delayed. Jackson and Tatzel will discuss this issue*
30 *and decide upon an acceptable payment policy ASAP. A status report will be provided at the*
31 *next meeting of the Committee.*

32
33 **Item No. 2. Discussion on Marina activities with Wendy Tatzel, Marina Manager:**

34 Tatzel reported on the following issues:

- 35
36
 - At noon on November 14, 2014 all the sealed bids which had been received for the
37 Restroom Renovation Project were opened. Christy Sully, the Village Clerk, normally
38 picks up the Village's mail at the Post Office on her lunch break. Since Sully was on
39 vacation Juliana Neuman, the Finance Director, went to the Post Office at
40 approximately 1:00 P.M. and discovered that there was one more sealed bid in the
41 Village's Post Office box. Another bid was delivered via FedEx later that afternoon.
42 Jackson opened both of the previously mentioned bids as soon as they were provided to
43 him and discovered that there was a difference of approximately \$10,000 between the
44 bid which had been in the Post Office box and the apparent low bid that was opened at
45 noon. Because the previously mentioned logistical issues have arisen the Village
46 Attorney has been asked to provide a legal opinion as to the proper course of action.

47
48 *It was the consensus that if the Village Attorney indicates that he does not believe there*
49 *are any issues with accepting the low bid the Village Board shall be informed that this is*
50 *the direction the Marina Committee wishes to take.*

- 1 • Work is moving forward slowly but surely on the Boaters' Restroom Renovation Project.
2 The privacy partitions should be installed later this week. It may be necessary to obtain
3 new commercial grade restroom faucets, and Tatzel is considering cutting down the
4 existing mirrors. If this occurs she will see that the mirrors are framed.
5
- 6 • Hopefully Mike Kahr will be arriving soon to raise the finger piers on "A" Dock so they
7 don't sustain damage during the winter months.
8
- 9 • She is still waiting for an estimate for the cost of converting "B" Dock to a fuel dock.
10
- 11 • In 2015 her work schedule will change and she'll be working 40 hours per week. She
12 will have a number of duties, including working at the ice rink, doing marketing for the
13 Marina, the ice rink and the Village, and will also be working on planning and
14 coordinating special events, but still intends to devote as much time as is necessary to
15 the Marina.
16

17 *Jackson indicated that if Tatzel is interested in doing so he would like to see her enroll in some*
18 *business management classes over the course of the winter. NWTC does offer Human*
19 *Resources Management, Team Leadership and Supervision classes. It was the consensus that*
20 *this would be a good course of action. The Committee members indicated that they believe the*
21 *Village should pay Tatzel's tuition and any related expenses.*
22

23 **Item No. 3. Consider a motion to discuss matters to be placed on a future agenda or referred**
24 **to a committee, official or employee:**


25 The Committee members indicated that they would like to see the Marina's van stored at an
26 indoor Village facility ASAP.
27

28 *The Marina Committee will not be meeting again until March of 2015.*
29

30 **Adjournment:**

31 *A motion was made by Duffy, seconded by Solomon to adjourn the meeting of the Marina*
32 *Committee at 4:15 P.M. Motion carried – All ayes.*
33

34 Respectfully submitted,

35 

36 Janal Suppanz,
37 Administrative Assistant